

2012 TREK FUNDRAISING PRIZES

When your raise pledges for the American Lung Association, everyone's a winner! Our prizes are cumulative, so the more you raise, the more you are eligible to receive (You receive all prizes up to and including your highest pledge totals). Most importantly, you will be supporting the critical fight against lung disease – providing help and hope to those who suffer from lung ailments and funding for important medical research. We are able to offer this outstanding prize package thanks to the generous support of our event sponsors.

LEVEL

PRIZE

\$400 collected

cycling gloves or multi-tool



is956-032 fotosearch.com



\$600 collected

Winners' Circle – sponsored by Byerly Ford
Special reception, gift and certificate for riders who collect \$600 or more

\$800 collected

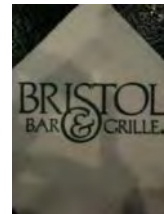
logoed microfleece vest or dinner for 2 at Bristol Bar & Grille (Louisville) or dinner for 2 at Sal's Italian Chophouse (Lexington)



Port Authority®
Ladies Activo Microfleece Vest



Port Authority®
Activo Microfleece Vest



Our popular Activo Microfleece Vest is super lightweight and exceptionally soft. Made from an ultra-fine yarn, Activo trumps standard fleece with a remarkable construction that results in a fabric nearly twice as dense but lighter in weight. An anti-pill finish helps ensure long-lasting good looks.

- 8-ounce, 100% polyester microfleece with anti-pill finish
- 100% polyester microfiber shoulder caps
- Diamond pattern neck tape
- Bungee locker loop
- Bungee cord zipper pulls
- Front zippered pockets
- Open hem

Adult Sizes: XS-4XL



\$1000 collected

\$50 gift certificate from

**BICYCLE
SPORT** INC.

OR

PEDAL THE PLANET
Bicycle Sales & Service
859-273-5856
www.pedaltheplanet.com
3450 RICHMOND ROAD • LEXINGTON, KY 40509

OR logoed microfleece full-zip jacket



Chestnut Hill
Men's Microfleece Full-Zip Jacket



Chestnut Hill
Ladies' Microfleece Full-Zip Jacket

- Premium microfiber polyester, 280 grams/square meter
- Elastic drawcord on inside hem
- Black stretch binding at collar and cuffs
- Side-zip pockets

Adult Sizes: XS-4XL



- Premium microfiber polyester, 280 grams/square meter
- Black contrast inside collar
- Princess seams for flattering fit
- Black stretch binding at cuffs and bottom hem
- One zip pocket at left

Adult Sizes: XS-2XL



\$1500 collected

\$75 gift certificate from

**BICYCLE
SPORT** INC.

OR

PEDAL THE PLANET
Bicycle Sales & Service
859-273-5856
www.pedaltheplanet.com
3450 RICHMOND ROAD • LEXINGTON, KY 40509

OR logoed duffel



OGIO
Rage Duffel

Constructed of 300-denier dobby nylon/600-denier poly, the Rage is engineered to hold enough for days of serious travel with a huge cargo compartment and a wide opening. It features: a front zippered pocket, ventilated shoe compartment with grab handle, custom-molded handle, side-zippered accessory pocket, padded shoulder strap and all metal hardware.

Dimensions: 13"h x 24"w x 12"d; 3,800 cubic inches.



Black

Red

Royal

\$2000 collected

Logoed microfiber windshirt or dinner for 2 at Varanese Restaurant (Louisville) or Holly Hill Inn (Midway)



Port Authority®
Ultra-Soft Microfiber Wind Shirt

Our softest, silkiest wind shirt gives you superior wind and rain protection, too. Double-striped rib knit on the neck, cuffs and waistband make this wind shirt a cut above the rest.

- 100% microfiber shell with polyester lining throughout
- Rib knit neck, cuffs and waistband
- Locker loop
- Side seam pockets with snap closures

Adult Sizes: XS-4XL



\$3000 collected

\$300 gift certificate from

PEDAL THE PLANET
Bicycle Sales & Service
859-273-5856
www.pedaltheplanet.com
3450 RICHMOND ROAD • LEXINGTON, KY 40509

OR

**BICYCLE
SPORT INC.**

OR Logoed lambskin jacket



Port Authority®
Park Avenue Lambskin Jacket



Port Authority®
Ladies Park Avenue Lambskin Jacket

Our premier leather jacket is fashioned from supple, top grain lambskin. Subtle horizontal-stitched shell matches your lifestyle—from office to evening—with endless versatility.

- 100% lambskin leather shell, 50/50 nylon/acetate lining
- Front slash pockets
- Open cuffs and hem
- Port Pocket™ for easy embroidery access that won't show through interior

Adult Sizes: XS-4XL

Bicycle Sport: 128 Breckinridge Lane, Louisville, KY (502) 897-2611

Pedal the Planet: 3450 Richmond Road, Lexington, KY (859) 273-5856

Louisville Metro Promotional Services: 4333 Taylor Blvd, Louisville, KY (502) 368-9391

NOTE: All coupons must be redeemed by December 15, 2012

All items from Bicycle Sport and Pedal the Planet may be exchanged for store credit. All logoed items may be redeemed at Louisville Metro Promotional Services. Redemption coupons must be presented in order to receive the prize. The ALA will assist in obtaining prizes for riders who do not live within driving distance of store. Coupons may not be redeemed for cash and are not valid with any other special offers.

PUT YOURSELF IN THE ELITE WINNERS CIRCLE

A gala evening at one of Louisville's plush venues awaits those of you who reach the \$600 level in collected pledges. Here's what's in store for our 2012 Winner's Circle members:

- A wine and hors d'oeuvres reception, sponsored by Byerly Ford, in early December!
- A wearable gift imprinted with our Bike Trek logo
- Your name engraved in gold on a plaque, which will be hung in the showroom of our bike shop sponsor
- Numerous door prizes you could win

Why not set your sights high and achieve this special recognition status for going the extra mile to help fight lung disease!

YOU COULD WIN THE GRAND PRIZE!

This year's **GRAND PRIZE** is a week's stay at a beautiful Florida condo (*some date restrictions apply*). Everyone raising \$3,000 or above -- based on pledges collected by November 9 -- will have their names entered into a drawing for the prize. As an incentive to raise as much as possible, for each \$500 you collect *over* the \$3,000 level, your name will go in the "hat" an additional time. Remember, you don't have to possess personal wealth or powerful contacts to raise big dollars.

Go for it and help others to breathe easier!